## DUPLINVOICE



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media **Attention: Accounts Payable** 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

10/07/12

-1111--

10/01/12

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936480-1	10/14/12	October 2012	10/01/12 - 10/08/12

Account Executive Sales Office Sales Region Station Eagle-Washingt National WESH Fran Berg

Advertiser Product Estimate Number AMERICAN CROSSROADS 692 American Crossroads - Issu

> Flight Dates Order# Alt Order # 07892674 10/02/12 - 10/08/12 936480 Billing Type Billing Calendar Deal# Broadcast Cash Special Handling IDB# Advertiser Code | Product Code 27 11 Agency Ref Advertiser Ref

							Spots/			
Line S	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 1	10/02/12	10/05/12	M-F Early Sunrise	5:00-6:00 AM	-11-1	:30	3	\$300.00	NM	
V	Veeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Chata: # Cl	10/01/12 n <u>Day Air</u>	10/07/12 -11-1 r Date Air Time Desc	3	\$300.00 Start/End Time	Longt	h Ad-ID			Rate Type
3	Spots: # Ch		/02/12 5:24 AM M-F E		5:00-6:00 AM		<u>11 AU-1D</u> 0 USPRTV19	IACH		\$300.00 NM
			/03/12 5:53 AM M-F E		5:00-6:00 AM	10.00	0 USPRTV19			\$300.00 NM
			0/05/12 5:42 AM M-F E		5:00-6:00 AM		0 USPRTV19			\$300.00 NM
	3 00	LOIII 10	703/12 3.42 AIVI IVI-I L	Larry Surmise	3.00-0.00 AW		0 031 1(1413	ACIT		ψ500.00 14141
	10/08/12 Class of Ti	10/08/12 me - Immedi	M-F Early Sunrise ately Pre-emptible withou	5:00-6:00 AM t notice	M	:30	1	\$300.00	NM	
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8	Spots: # Cl	n <u>Day Air</u>	r Date Air Time Desc	<u>ription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 W	ESHM 10	)/08/12 5:41 AM M-F E	Early Sunrise	5:00-6:00 AM	:3	0 USPRTV19	ЭАСН		\$300.00 NM
3	10/02/12	10/05/12	M-F Sunrise @6AM	6:00-7:00 AM	-1111	:30	4	\$1,100.00	NM	
V	Neeks:	Start Date 10/01/12	End Date MTWTFSS -1111	Spots/Week 4	Rate \$1,100.00					
	Spots: # C	n <u>Day Ai</u>	r Date Air Time Desc	ription	Start/End Time	Leng	h Ad-ID			Rate Type
	1 W	ESHTu 10	0/02/12 6:42 AM M-F S	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19	PACH .		\$1,100.00 NM
	2 W	ESHW 10	0/03/12 6:14 AM M-F S	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19	PACH .		\$1,100.00 NM
	3 W	ESHTh 10	0/04/12 6:27 AM M-F \$	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19	9ACH		\$1,100.00 NM
	4 W	ESHF 10	0/05/12 6:54 AM M-F S	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19	9асн		\$1,100.00 NM
4	10/02/12	10/05/12	NBC Today Show	7:00-9:00 AM	-1111	:30	4	\$1,600.00	NM	(No.
\ \ \	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate		į.			
		10/01/12	10/07/12 -1111	4	\$1,600.00	9				
8	Spots: # C				Start/End Time		th Ad-ID	2		Rate Type
			0/02/12 8:36 AM NBC		7:00-9:00 AM		30 USPRTV19			\$1,600.00 NM
			0/03/12 8:29 AM NBC		7:00-9:00 AM	100	30 USPRTV19			\$1,600.00 NM
			0/04/12 7:23 AM NBC		7:00-9:00 AM		0 USPRTV19			\$1,600.00 NM
	3 W	ESHF 10	0/05/12 8:42 AM NBC	Today Show	7:00-9:00 AM	:	30 USPRTV19	9ACH		\$1,600.00 NM
5	10/02/12	10/05/12	Regis & Kelly 9-10 Al	M 9:00-10:00 AM	-1111	:30	4	\$800.00	NM	
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\$800.00

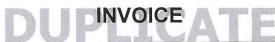




Invoice # Invoice Date Invoice Month Invoice Period 10/01/12 - 10/08/12 936480-1 10/14/12 October 2012

Advertiser	Product	Estimate Number
American Crossroads -	ISSI AMERICAN CROSSROADS	692

www.v	vesh.com									
							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
5	10/02/12	10/05/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-1111	:30	4	\$800.00	NM	121 V
L								•		
	Spots: # Ch	Day Air	Date Air Time Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Type
			02/12 9:45 AM Regis 8		9:00-10:00 AM		30 USPRTV1	9асн		\$800.00 NM
	1 WE	SHW 10/	03/12 9:58 AM Regis 8	k Kelly 9-10 AM	9:00-10:00 AM	:3	30 USPRTV1	9асн		\$800.00 NM
	4 WE		04/12 9:29 AM Regis 8		9:00-10:00 AM		30 USPRTV1			\$800.00 NM
	3 WE	SHF 10/	05/12 9:58 AM Regis 8	& Kelly 9-10 AM	9:00-10:00 AM		30 USPRTV1	9ACH		\$800.00 NM
6	10/08/12	10/08/12	NBC Today Show	7:00-9:00 AM	M	:30	1	\$1,600.00	NM	
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	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week 1	<u>Rate</u> \$1,600.00					
	Spots: # Ch			otion .	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE	SHM 10/	08/12 8:26 AM NBC T	oday Show	7:00-9:00 AM	::	30 USPRTV1	9асн		\$1,600.00 NM
7	7 10/08/12	10/08/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	M	:30	1	\$800.00	NM	
								***************************************		
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week	<u>Rate</u> \$800.00					-
	Spots: # Ch			otion	Start/End Time	Leng	th Ad-ID			Rate Type
			/08/12 9:59 AM Regis 8		9:00-10:00 AM		30 USPRTV1	9асн		\$800.00 NM
	3 10/02/12	10/05/12	NBC Today Show II	10AM-11AM	-1111	:30	4	\$700.00	NM	
'	0 10/02/12	10/05/12	NBC Today Show II	TOAIVI-TTAIVI	-1111	.50	7	Ψ700.00	IAIVI	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
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	. –		/02/12 10:48 AM NBC T		10AM-11AM		30 USPRTV1	9асн		\$700.00 NM
			/03/12 10:28 AM NBC T	35	10AM-11AM		30 USPRTV1			\$700.00 NM
al .	2 WE	ESHTh 10	/04/12 10:58 AM NBC T	1.0	10AM-11AM	:	30 USPRTV1	9ACH		\$700.00 NM
	3 WE	ESHF 10	/05/12 10:49 AM NBC T	oday Show II	10AM-11AM	:	30 USPRTV1	9асн		\$700.00 NM
	9 10/08/12	10/08/12	NBC Today Show II	10AM-11AM	M	:30	1	\$700.00	NM	
		10.00.00								
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week 1	<u>Rate</u> \$700.00					
1	Spots: # Ch			•	Start/End Time	Lend	th Ad-ID			Rate Type
			/08/12 10:49 AM NBC T		10AM-11AM		30 USPRTV1	9асн		\$700.00 NM
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	Spots: # Ch		r Date Air Time Descri 1/02/12 11:27 AM NBC T		Start/End Time 11AM-12PM/10		gth <u>Ad-ID</u> 30 USPRTVI	L9ACH		<u>Rate</u> <u>Type</u>   \$600.00 NM
			/03/12 11:52 AM NBC T		11AM-12PM/10		30 USPRTVI			\$600.00 NM
			/04/12 11:30 AM NBC T		11AM-12PM/10		30 USPRTV			\$600.00 NM
	2 WI	ESHF 10	/05/12 11:51 AM NBC T	oday Show III	11AM-12PM/10	)-11/ :	30 USPRTV	L9ACH		\$600.00 NM
1	1 10/08/12	10/08/12	NBC Today Show III	11AM-12PM/10-1	1/ M	:30	1	\$600.00	NM	
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	Weeks:	Start Date		Spots/Week	Rate					
	Spots: # Ch	10/08/12 n <u>Day Ai</u> i	10/14/12 M r <u>Date</u> <u>Air Time</u> <u>Descri</u>	ntion 1	\$600.00 Start/End Time	l len	gth Ad-ID			Rate Type
			0/08/12 11:27 AM NBC T		11AM-12PM/10		30 USPRTV	19асн		\$600.00 NM
1 4									NIN#	
1 1	2 10/02/12	10/05/12	M-F NOON NEWS 12-	·12.12.00-12:30 PM	-1111	:30	4	\$600.00	NM	





**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date **Invoice Month** Invoice Period 10/14/12 10/01/12 - 10/08/12 936480-1 October 2012

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMERICAN CROSSROADS	692

19 10/08/12

10/08/12

M-F 3-4 PM

Class of Time - Immediately Pre-emptible without notice

www.w	vesh.com											
Line	Start Date	End Date	Descrip	otion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
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	Weeks:	Start Date 10/01/12	End Date 10/07/12		Spots/Week 4	<u>Rate</u> \$600.00						
	Spots: # Ch 4 WE			Air Time Descript 2:27 PM M-F NO	ion ON NEWS 12-12:30	Start/End Time 12:00-12:30 PM		<u>h</u> <u>Ad-ID</u> O USPRTV19ACH	1		<u>Rate Tyr</u> \$600.00 N	<u>pe</u> IM
		1000	100.000 00.000		ON NEWS 12-12:30	12:00-12:30 PM		0 USPRTV19ACH			\$600.00 N	
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13	10/08/12	10/08/12	M-F NC	OON NEWS 12-1	2:12:00-12:30 PM	M	:30	1	\$600.00	NM		ī
	Weeks:	Start Date 10/08/12	End Date 10/14/12		Spots/Week 1	<u>Rate</u> \$600.00	_	15				
	Spots: # Ch 1 WE			Air Time Descrip 2:28 PM M-F NO	tion ON NEWS 12-12:30	Start/End Time 12:00-12:30 PM		<u>h</u> <u>Ad-ID</u> 0 usprtv19aci	1	_	<u>Rate Typ</u> \$600.00 N	_ ,
14	10/02/12	10/05/12	Days o	f Our Lives	1:00-2:00 PM	-1111	:30	4	\$700.00	NM		
	Weeks:	Start Date 10/01/12	End Date 10/07/12		Spots/Week 4	<u>Rate</u> \$700.00						
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				2:00 PM Days of 1:43 PM Days of		1:00-2:00 PM	10.00	O USPRTV19AC				MI
			/04/12	2:00 PM Days of	Our Lives	1:00-2:00 PM		0 USPRTV19AC			\$700.00 N	
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15	10/08/12 Class of Tin	10/08/12 ne - Immedia	Days o ately Pre-e	f Our Lives emptible without r	1:00-2:00 PM otice	M	:30	1	\$700.00	NM		
	Weeks:	Start Date 10/08/12	End Date 10/14/12	-	Spots/Week 1	<u>Rate</u> \$700.00						
-	Spots: # Ch			Air Time Descrip		Start/End Time		h Ad-ID	21 270 History		Rate Ty	
				1:45 PM Days of		1:00-2:00 PM		0 USPRTV19AC			\$700.00 N	VIVI J
16	5 10/02/12	10/04/12	KATIE	COURIC DAY	2-3PM	-TWT	:30	1	\$500.00	NM	_	
	Weeks:	Start Date 10/01/12	End Date 10/07/12		Spots/Week 1	<u>Rate</u> \$500.00						
	Spots: # Ch			Air Time Descrip	and the second s	Start/End Time		th Ad-ID			Rate Ty	
	A SECURE OF SALES		/04/12	2:23 PM KATIE	To November 1	2-3PM		30 USPRTV19AC			\$500.00 N	NIVI
17	7 10/08/12	10/08/12	KATIE	COURIC DAY	2-3PM	M	:30	1	\$500.00	NM		
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18	3 10/02/12	10/05/12	M-F 3-	4 PM	3:00-4:00 PM	-1111	:30	4	\$600.00	NM		
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			/02/12 /03/12	3:22 PM M-F 3-4 3:57 PM M-F 3-4		3:00-4:00 PM 3:00-4:00 PM		30 USPRTV19AC 30 USPRTV19AC			\$600.00 I	
			/04/12	3:56 PM M-F 3-4		3:00-4:00 PM		30 USPRTV19AC			\$600.00	
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:30

1

\$600.00

NM

3:00-4:00 PM

See MG 25.2





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 936480-1 | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMERICAN CROSSROADS	692

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ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
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	Weeks:	Start Date	End Date MTWTFS	Spots/Week	Rate					
		10/08/12	10/14/12 M		\$600.00					
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	1 WE	SHM 10	/08/12 3:19 PM M-	F 3-4 PM	3:00-4:00 PM	:	30 USPRTV1	9ACH		\$600.00 NM
20	10/02/12	10/05/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-1111	:30	4	\$800.00	NM	
	Weeks:	Start Date	End Date MTWTFS	Spots/Week	Rate	. 7.				
		10/01/12	10/07/12 -1111-		\$800.00					
	Spots: # Ch				Start/End Time		th Ad-ID	0.4.511		Rate Type
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	-			F 4-5 PM NEWS	M-F 4-5 PM		30 USPRTV1			\$800.00 NM
				F 4-5 PM NEWS F 4-5 PM NEWS	M-F 4-5 PM		30 USPRTV1 30 USPRTV1			\$800.00 NM
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2	1 10/08/12	10/08/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M	:30	- 1	\$800.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFS		<u>Rate</u> \$800.00					*
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				F 4-5 PM NEWS	M-F 4-5 PM		30 USPRTV1	9асн		\$800.00 NN
22	2 10/02/12	10/05/12	M-F 5-6 PM ROT	5:00-6:00 PM	-1111	:30	4	\$1,400.00	NM	
			300 Sept 200			.50		Ψ1,400.00		
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	2 WE	SHTu 10	0/02/12 5:22 PM M-	F 5-6 PM ROT	5:00-6:00 PM	:	30 USPRTV1	.9асн		\$1,400.00 NN
	1 WE	ESHW 10	0/03/12 5:27 PM M-	F 5-6 PM ROT	5:00-6:00 PM	:	30 USPRTV1	.9асн		\$1,400.00 NN
	3 WE	ESHTh 10	0/04/12 5:57 PM M-	F 5-6 PM ROT	5:00-6:00 PM	naar in saan	30 USPRTV1	9ACH		\$1,400.00 NN
	4 WE	ESHF 10	)/05/12 5:42 PM M-	F 5-6 PM ROT	5:00-6:00 PM	:	30 USPRTV1	.9асн		\$1,400.00 NN
23	3 10/08/12	10/08/12	M-F 5-6 PM ROT	5:00-6:00 PM	M	:30	1	\$1,400.00	NM	1
	Weeks:	Start Date	End Date MTWTFS	SS Spots/Week	Rate					
		10/08/12	10/14/12 M		\$1,400.00					
	Spots: # Ch	Day Ai	r Date Air Time De	escription	Start/End Time	Leng	th Ad-ID			Rate Typ
	1 WE	ESHM 10	)/08/12 5:28 PM M-	F 5-6 PM ROT	5:00-6:00 PM	:	30 USPRTV1	.9АСН		\$1,400.00 NM
24	4 10/02/12	10/05/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-111	:30	3	\$2,000.00	NM	
	Weeks:	Start Date			Rate					
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				F 6-6:30 PM	M-F 6-6:30 PM		30 USPRTV1			\$2,000.00 NI
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	Spots: # Ch			Sun Nightly News	Start/End Time 6:30-7:00 PM	\ <u>-</u>	gth Ad-ID 30 USPRTVI	19404		Rate Typ \$2,750.00 NI
	Z VVI		33.4,25.1	Guil Nightly News	0.30-7.00 FIVI		OU OSEKIVI	LUMCII		φ2,100.00 INI
	1 WE	ESHM 10 See MO	0/08/12 M	-F 6-6:30 PM	M-F 6-6:30 PM	6	00			\$2,000.00 N





**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

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Advertiser	Product	Estimate Number
American Crossroads	- Issi AMERICAN CROS	SSROADS 692

www.wesh.com									
						Spots/			
ine Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
26 10/02/12	10/05/12	M-F Entertainment	Tonigł7:00-730 PM	-1111	:30	4	\$1,600.00	NM	
Weeks:	Start Date	End Date MTWTFS		Rate					
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			F Entertainment Tonight	Start/End Time 7:00-730 PM		<u>h</u> <u>Ad-ID</u> O USPRTV1	94СН		Rate Type \$1,600.00 NM
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			F Entertainment Tonight	7:00-730 PM		0 USPRTV1			\$1,600.00 NM
			F Entertainment Tonight	7:00-730 PM		0 USPRTV1			\$1,600.00 NM
27 10/08/12	10/08/12	M-F Entertainment	Tonigl7:00-730 PM	M	:30	1	\$1,600.00	NM	
		ately Pre-emptible with		T.I.	.50		Ψ1,000.00	1 1111	
Weeks:	Start Date 10/08/12	End Date MTWTFS		<u>Rate</u> \$1,600.00					
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			F Entertainment Tonight	7:00-730 PM		0 USPRTV1	9асн		\$1,600.00 NM
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20 10/00/12	10/00/12	Mon NDC Fillie V	OICL FINITE OTHER	•	.50	7	φ9,000.00	INIVI	
Weeks:	Start Date 10/08/12	End Date MTWTFS		<u>Rate</u> \$9,000.00					
Spots: # (			•	Start/End Time	Leng	th Ad-ID			Rate Type
	The second secon		on NBC Prime VOICE	Prime Other	100	30 USPRTV1	.9асн		\$9,000.00 NM
29 10/02/12	10/05/12	M-F Access Hollyw	ood Access Hollywood	/ -1111	:30	4	\$1,600.00	NM	
Weeks:	Start Date	End Date MTWTF:	SS Spots/Week	Rate					
	10/01/12	10/07/12 -1111	-	\$1,600.00					
Spots: # (				Start/End Time		th Ad-ID			Rate Type
			F Access Hollywood	Access Hollywoo		30 USPRTV1			\$1,600.00 NM
			F Access Hollywood F Access Hollywood	Access Hollywoo		30 USPRTV1 30 USPRTV1			\$1,600.00 NM \$1,600.00 NM
			F Access Hollywood	Access Hollywoo		30 USPRTVI			\$1,600.00 NM
									ψ1,000.00 NW
30 10/08/12 Class of	10/08/12 Time - Immed	M-F Access Hollyv iately Pre-emptible with	vood Access Hollywood nout notice	/ M	:30	1	\$1,600.00	NM	
Weeks:	Start Date 10/08/12		SS Spots/Week	<u>Rate</u> \$1,600.00					
Spots: # 0				Start/End Time	Lena	th Ad-ID			Rate Type
		The same of the sa	F Access Hollywood	Access Hollywoo		30 USPRTV	L9ACH		\$1,600.00 NM
31 10/02/12	10/06/12	M-Su News @ 11F	PM 11-1135p	-11111-	:30	5	\$1,800.00	NM	
Weeks:	Start Date	End Date MTWTF		Rate					
0	10/01/12	10/07/12 -1111		\$1,800.00	Ĭ	41- A 1 15			D
Spots: # (				Start/End Time		<u>th Ad-ID</u> 30 USPRTV:	19ach		Rate Type
			-Su News @ 11PM -Su News @ 11PM	11-1135p 11-1135p		30 USPRTV.			\$1,800.00 NM \$1,800.00 NM
			-Su News @ 11PM	11-1135p		30 USPRTV			\$1,800.00 NM
			-Su News @ 11PM	11-1135p		30 USPRTV			\$1,800.00 NM
			-Su News @ 11PM	11-1135p		30 USPRTV			\$1,800.00 NM
32 10/08/12	10/08/12	M-Su News @ 11I		M	:30	1	\$1,800.00	NM	
Weeks:	Start Date	End Date MTWTF	SS Spots/Week	Rate					
	10/08/12	10/14/12 M	1	\$1,800.00					
Spots: #			A STATE OF THE PARTY OF THE PAR	Start/End Time		th Ad-ID	10.00		Rate Type
1 '	WESHM 1	0/08/12 11:29 PM M	-Su News @ 11PM	11-1135p	:	30 USPRTV	T9ACH		\$1,800.00 NM

## DUPINVOICEATE



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser Product Estimate Number

American Crossroads - Issi AMERICAN CROSSROADS 692

41 10/07/12

10/07/12

www.v	resh.com									
							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
33	10/02/12 Class of Tin	10/05/12 ne - Immedia	NBC Tonight Show ately Pre-emptible without r	11:35P-12:35XM notice	-1111	:30	4	\$750.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS -1111	Spots/Week 4	<u>Rate</u> \$750.00					
	Spots: # Ch	Common telegraphic Common Comm			Start/End Time		th Ad-ID	7		Rate Type
			/02/12 12:31 AM NBC To		11:35P-12:35X		0 USPRTV			\$750.00 NM
			/03/12 11:48 PM NBC To	•	11:35P-12:35X		30 USPRTV	19ACH		\$750.00 NM
	4 VVE	SH Th 10 See MG		onight Show	11:35P-12:35X	IVI :C	00			\$750.00 NM
	3 WE	SHF 10	/05/12 12:20 AM NBC To	onight Show	11:35P-12:35X	M :3	0 USPRTV	19АСН		\$750.00 NM
34	10/08/12 Class of Tin	10/08/12 ne - Immedia	NBC Tonight Show ately Pre-emptible without i	11:35P-12:35XM notice	M	:30	1	\$750.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week 1	<u>Rate</u> \$750.00					
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
	1 WE	ESHM 10	/08/12 11:59 PM NBC To	onight Show	11:35P-12:35X	M :	30 USPRTV	19ACH		\$750.00 NM
35	10/04/12	10/04/12	NBC Prime ROCK CEN	NTI10:00-11:00 PM	T	:30	1	\$4,500.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12T	Spots/Week 1	<u>Rate</u> \$4,500.00					DOMESTICAL STREET, STR
	Spots: # Ch			otion	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE	ESHTh 10	/04/12 10:37 PM NBC P	rime ROCK CENTER	10:00-11:00 PM	M ::	30 USPRTV	/19асн		\$4,500.00 NM
36	10/05/12	10/05/12	NBC Prime DATELINE	10:00-11:00 PM	F	:30	1	\$4,000.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSSF	Spots/Week 1	Rate \$4,000.00					
	Spots: # Ch			= *	Start/End Time	e Leng	th Ad-ID			Rate Type
	1 WE	ESHF 10	/05/12 10:29 PM NBC P	rime DATELINE	10:00-11:00 PM		30 USPRTV	/19асн		\$4,000.00 NM
37	10/06/12 Class of Tir	10/06/12 ne - Pre-emi	Sat 5-6a ptible with notice	Sat 5-6a	1-	:30	1	\$100.00	NM	
	Weeks:		End Date MTWTFSS 10/07/121-	Spots/Week 1	<u>Rate</u> \$100.00			'		
	Spots: # Ch				Start/End Time	e Lena	th Ad-ID			Rate Type
			0/06/12 5:45 AM Sat 5-6		Sat 5-6a		30 USPRTV	/19ACH		\$100.00 NM
38	3 10/06/12	10/06/12	NBC Saturday	Sat 8-10am	S-	:30	1	\$1,400.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSSS-	Spots/Week	<u>Rate</u>					
1	Spots: # Ch				\$1,400.00 Start/End Time	a lend	th Ad-ID			Rate Type
		ESHSa 10			Sat 8-10am		30 USPRT\	√19ACH		\$1,400.00 NM
39	10/06/12	10/06/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 P	'IS-	:30	1	\$1,400.00	NM	
-	Weeks:	Start Date		Spots/Week	Rate					
	Snote: # Ch	10/01/12 n <u>Day Ai</u> i	10/07/12S- r Date Air Time Descri	1 ntion	\$1,400.00 Start/End Time		th V4 ID			Data Tuna
	Spots: # Ch	ESHSa 10			Start/End Time SA/SU 5:58-6:		th <u>Ad-ID</u> 30 USPRT\	V19ACH		Rate Type \$1,400.00 NM
40	10/07/12	10/07/12	NBC Sunday Today	8:00-9:00 AM/9-11	AS	:30	1	\$1,800.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSSS	Spots/Week	Rate \$1,800.00					
	Spots: # Ch		-	ption	Start/End Time	e Lend	th Ad-ID			Rate Type
		ESHSu 10			8:00-9:00 AM/	and the second	30 USPRT	V19ACH		\$1,800.00 NM
				•						

:30

\$1,500.00

NM

CHRIS MATTHEWS WKICHRIS MATTHEW: -----S





**Payment Terms 30 Days** 

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser Product Estimate Number

American Crossroads - Issi AMERICAN CROSSROADS 692

www.wesh.com

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
(1) p 2 - 2 - 2	Weeks:	Start Date 10/01/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$1,500.00	Acoustic as Se	gelden de trees ook	compared a		
		<u>Day Air</u> ESHSu 10	<u>Date</u> <u>Air Time</u> <u>Descr</u> /07/12 10:20 AM CHRI		Start/End Time DEM CHRIS MATTH		th Ad-ID 30 USPRTV	19асн		<u>Rate</u> <u>Type</u> \$1,500.00 NM
42	2 10/07/12	10/07/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30	PIS	:30	1	\$1,400.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$1,400.00	2				
	1 -pas 2 N20 1- 220	<u>Day Air</u> ESHSu 10			Start/End Time SA/SU 5:58-6:		th <u>Ad-ID</u> 30 USPRTV:	19асн	0	<u>Rate</u> <u>Type</u> \$1,400.00 NM
43	3 10/07/12	10/07/12	NFL	8:00PM-conclusion	onS	:30	1	\$12,000.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$12,000.00					
		n <u>Day Air</u> ESHSu 10	<u>NO7/12 Air Time Descr</u> 8:19 PM NFL	<u>ription</u>	Start/End Time 8:00PM-conclu		th <u>Ad-ID</u> 30 USPRTV	19асн		<u>Rate</u> <u>Type</u> \$12,000.00 NM
44	10/07/12 Class of Tir	10/07/12 me - Pre-emp	Sun 5-6a ptible with notice	Sun 5-6a	S	:30	1	\$100.00	NM	
	Weeks:	Start Date 10/01/12	<u>End Date</u> <u>MTWTFSS</u> 10/07/12S	Spots/Week 1	<u>Rate</u> \$100.00					
		n <u>Day Air</u> ESHSu 10	r Date Air Time Describion 5:00 AM Sun 5		Start/End Time Sun 5-6a		th <u>Ad-ID</u> 30 USPRTV	19асн		<u>Rate</u> <u>Type</u> \$100.00 NM
					Total Spots		90			
							TOTAL TRANSPORT			The state of the s

Gross Total

\$121,350.00

Agency Commission

\$18,202.50

Net Amount Due

\$103,147.50